In presence of health and social affairs ministers

**KUWAIT**: Zain, the leading telecommunications company in Kuwait, presented the First Kuwaiti Medical Innovations Conference, which was organized by the Kuwaiti Association for Surgeons between September 28th and October 12th at Al-Najada Hotel. The conference came under the patronage and presence of the Minister of Health Dr. Jamal Al-Harbi, and Minister of Social Affairs and Labor Blind Al-Salah. As well as President of The Kuwaiti Association for Surgeons Dr. Abdullah Al-Salih.

Zain’s support to the conference came as part of Zain’s Corporate Social Responsibility and Social Sustainability strategy, through which the company aims to reinforce its joint collaboration with various leading medical entities in Kuwait, both from the public and private sectors. Zain is keen to contribute to the further development of the medical sector as well as raise health awareness within members of the community.

During the conference, Zain’s Group’s Executive Director for Strategy and Business Development, Mr. Aydinoon, delivered a speech entitled "Women in Innovation in Kuwait," where he highlighted the importance of telecommunication and IT sectors as well as the huge potentials of telecom innovations in providing new models for cutting costs, increasing efficiency of medical processes, wireless monitoring and tracking of patients, and much more.

Zain was present at the conference through its dedicated booth, where the company introduced its special and exclusive offers for doctors, surgeons, medical professionals, medical staff, and other healthcare providers as a sign of appreciation for this crucial humanitarian initiative. The conference witnessed a number of workshops and discussion panels that aimed at training new doctors and developing their skills, as well as discuss the latest innovations in medical and surgical processes around the world.

Zain’s support to an event of this nature is an extension of a series of partnerships the company is continuously adopting to serve its strategic and sustainable goals, ultimately contributing to the well-being and health of everyone in the community. Zain’s contribution falls under the company’s Social Responsibility and Social Sustainability strategies and aims to raise awareness within the community and shows its keenness in having a productive role in social and health activities.

Zain’s solid Corporate Social Responsibility and Sustainability strategies primarily focus on the well-being of the entire nation. For that reason, the company has maintained its support to all kinds of initiatives that spread awareness and help make a difference.

Zain was keen on strategically partnering with leading healthcare providers, both public and private, such as the Ministry of Health’s National Mammography Screening Program and Al-Salam International Hospital. Zain sponsors First Kuwaiti Medical Innovations Conference.

It is worth mentioning that Zain established Zain Hospital, specialising in ear, nose, and throat operations, with a strategic vision to become the first hospital to be equipped with the latest medical equipment to serve their health needs.

**KUWAIT**: Zain, the leading telecommunications company in Kuwait, announced the launch of its tenth annual breast cancer awareness campaign (KuwaitPink), in partnership with the Ministry of Health’s National Mammography Screening Program and Al-Salam International Hospital. The campaign aims at spreading awareness amongst women about the importance of early detection to prevent breast cancer.

Zain’s annual campaign, which went on for the past ten years, strongly reflects the company’s Corporate Social Responsibility and Social Sustainability strategy, and coincides with the globally celebrated month of breast cancer during October of every year. The campaign mainly aims at spreading positive awareness about ways to prevent breast cancer, centered around the official goals set by the World Health Organization, most importantly the significance of mammogram tests and early detection.

The new campaign focuses on spreading informative video messages via Zain’s social media channels throughout the year, including medical experts and patients sharing their own stories, as well as posting exclusive videos featuring breast cancer survivors, such as Amal Al-Ahmad and Shouq Al-Othman, who share their journey into battling these cancers. The two activists will also participate in a special seminar to be held at Gulf University for Science and Technology (GUST), where they will share their experiences with the audience.

The campaign also includes a comprehensive awareness program targeted at Zain employees, which already started with a visit to Hussain Al-Maktoum Al-Jumma Center and Shaikha Badriya Al-Ahmad Al-Jumma Center. In addition, Zain will hold an internal event in its main headquarters to encourage female employees to conduct early detection tests for themselves and their loved ones.

Zain was keen on strategically partnering with leading healthcare providers, both public and private, such as the Ministry of Health’s National Mammography Screening Program and Al-Salam International Hospital, to enrich its steps into informing the public through the expertise of these organizations’ experts, specialists, and consultants.

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The conference was attended by health and social affairs ministers, as well as representatives from various leading medical organizations. The conference was an opportunity to head to a state-of-the-art health institution which is fully equipped with the latest medical equipment to serve their health needs.